

**IN THE CLAIMS:**

1. (Currently Amended) A method of manufacturing a liquid-crystal display element[[(:)], the method comprising:

a rubbing step of bringing a rubbing cloth provided on the surface of a rubbing roller, the surface potential of which has been controlled, into contact with an alignment film formed on the surface of a substrate member, to subject the alignment film to rubbing;

wherein said surface potential of said rubbing cloth is controlled by bringing a charge control member into contact with the surface of the rubbing cloth.

2. (Cancel without prejudice or disclaimer of any scope or subject matter)

3. (Currently Amended) The manufacturing method according to claim 2 1, wherein the potential of the rubbing cloth is controlled by controlling the potential of said charge control member ~~is controlled~~.

4. (Currently Amended) The manufacturing method according to claim 2 1, wherein said charge control member ~~is covered with~~ consists of a material capable of being contact-charged to which causes a charge having a polarity different from the potential of opposed to the charge caused in the substrate member surface when the rubbing cloth comes into contact with the surface of the substrate member on which the alignment film is formed.

5. (Currently Amended) The manufacturing method according to claim 1, wherein the surface potential of said rubbing roller cloth is feedback-controlled in accordance with a measured value obtained by measuring the surface potential of said rubbing roller cloth and the surface potential of said substrate member.

6. (Currently Amended) A method of manufacturing a liquid-crystal display element; the method comprising:

a rubbing step of bringing a rubbing roller into contact with an alignment film formed on the surface of a substrate member, to subject the alignment film to rubbing; The manufacturing method according to claim 1, wherein the surface potential of said rubbing roller cloth being controlled is made to have the same polarity as the surface potential of said substrate member.

7. (Cancel without prejudice or disclaimer of any scope or subject matter)

8. (Currently Amended) The manufacturing method according to claim [[7]] 6, wherein [[a]] said charge control member is covered with consists of a material capable of being contact-charged to which causes a charge having a same polarity different from the surface potential of as the charge caused in said substrate member surface when the rubbing cloth comes into contact with the surface of the substrate member on which the alignment film is formed.

9. (Currently Amended) The manufacturing method according to claim 6, wherein the surface potential of said rubbing roller cloth is feedback-controlled in

accordance with a measured value obtained by measuring the surface potential of said rubbing roller cloth and the surface potential of said substrate member.

10. (Currently Amended) A method of manufacturing a liquid-crystal display element[[.]], the method comprising:

a rubbing step of bringing a rubbing cloth provided on the surface of a rubbing roller ~~the surface potential of which has been controlled~~ into contact with an alignment film formed on the surface of a substrate member, to subject the alignment film to rubbing;

wherein the surface potential of said rubbing roller ~~being is~~ so controlled that;  
a charge control member is contact with the surface of the rubbing cloth  
which comes into contact with said alignment film, to make the potential of said  
substrate member and the surface potential of said rubbing roller cloth have the same polarity in accordance with a measured value obtained by measuring the surface potential of said substrate member and the potential of said rubbing roller cloth.

11. (Cancel without prejudice or disclaimer of any scope or subject matter)

12. (Currently Amended) An apparatus for manufacturing a liquid-crystal display element; the apparatus comprising:

a stage for supporting a substrate member to be treated;

a rubbing roller for rubbing an alignment film provided on the surface of the substrate member; and

a charge control member for controlling the surface potential of the rubbing roller by contacting it with the surface of said rubbing cloth provided on said rubbing roller surface which comes into contact with said alignment film.

13. (Original) The manufacturing apparatus according to claim 12, wherein said charge control member is covered with a material capable of being contact-charged to a polarity different from the surface potential of said substrate member.

14. (Currently Amended) The manufacturing apparatus according to claim 12, which further comprises:

a first sensor for measuring the surface potential of said substrate member;

a second sensor for measuring the surface potential of said rubbing roller cloth;

~~a charge control member brought into contact with the surface of said rubbing roller to control the potential of said rubbing roller; and~~

a controller which controls the potential of said charge control member in accordance with a measured value of the first sensor and a measured value of the second sensor so that the surface potential of said rubbing roller has the same polarity as the potential of said substrate member.

15. (Original) A liquid-crystal display device comprising the liquid-crystal display element manufactured by the method according to claim 1.

16. (Original) A liquid-crystal display device comprising the liquid-crystal display element manufactured by the method according to claim 6.

*Original*

17. (Original) A liquid-crystal display device comprising the liquid-crystal display element manufactured by the method according to claim 10.

*Original*

18. (New) The method of manufacturing a liquid-crystal display element according to claim 1, wherein the surface of said charge control member which comes into contact with said rubbing cloth is made of a polyimide resin.

19. (New) The method of manufacturing a liquid-crystal display element according to claim 10, wherein the surface of said charge control member which comes into contact with said rubbing cloth is made of a polyimide resin.